A DYNAMIC REAL ESTATE WEBSITE WITH CRM INTEGRATION & LEAD AUTOMATION

BUILDING A POWERFUL REAL ESTATE PLATFORM & LEAD GENERATION SYSTEM

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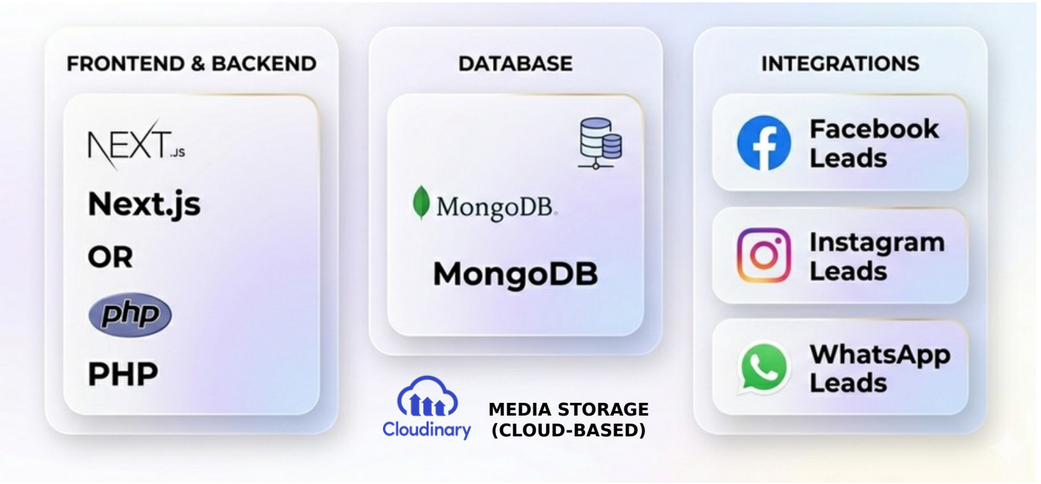
PROJECT OVERVIEW

The client requires a modern and fully dynamic real estate website to showcase premium properties, improve lead generation, and build a strong digital presence. The platform will be developed using Next.js, featuring a dynamic homepage with a hero banner/slider, featured projects section, and clear call-to-action elements. The website will include essential pages such as an About page, a Projects listing page categorized into ongoing, completed, and upcoming developments, and auto-generated individual project pages with image galleries, amenities, location highlights, and enquiry forms.

The system will include a powerful admin panel to manage projects, images, homepage banners, and content without technical dependency. The overall design will follow a premium, modern, and responsive approach to ensure seamless performance across devices, along with fast loading speeds and an SEO-friendly structure. This platform will function not only as a property showcase but also as a complete lead generation and sales support system for the real estate business.

TECHNOLOGY STACK



Feature / Capability	Next.js	PHP
Website Pages (All Dynamic Pages)	✔	✔
Admin Panel	✔	✔
CRM Integration	✔	✔
Lead Management (FB, IG, WhatsApp)	✔	✔
SEO Optimization	✔ Advanced (SSR)	✔ Basic
Page Speed & Performance	✔ Very Fast	⚠ Moderate
Dynamic Routing & Scalability	✔ High	⚠ Limited
Modern UI/UX Experience	✔ Smooth & Advanced	✔ Basic

The platform is designed to be flexible and scalable, allowing the client to choose between Next.js or PHP based on their requirements and budget. Both options support a dynamic real estate website with smooth performance, integrations, and future scalability.

WEBSITE PAGES STRUCTURE

Sr. No.	Page Name
1	Homepage
2	About Us
3	Ongoing Projects
4	Upcoming Projects
5	Completed Projects
6	Project Detail Page
7	Events
8	Contact Us

ADMIN PANEL FEATURES

Sr. No.	Module
1	Login
2	Dashboard
3	Homepage Management
4	About Page Management
5	Project Categories
6	Project Management
7	Dynamic Project Pages
8	Image Management
9	Inquiry Management
10	CRM Integration Support
11	Logout

SEAMLESS LEAD INTEGRATION & AUTOMATION

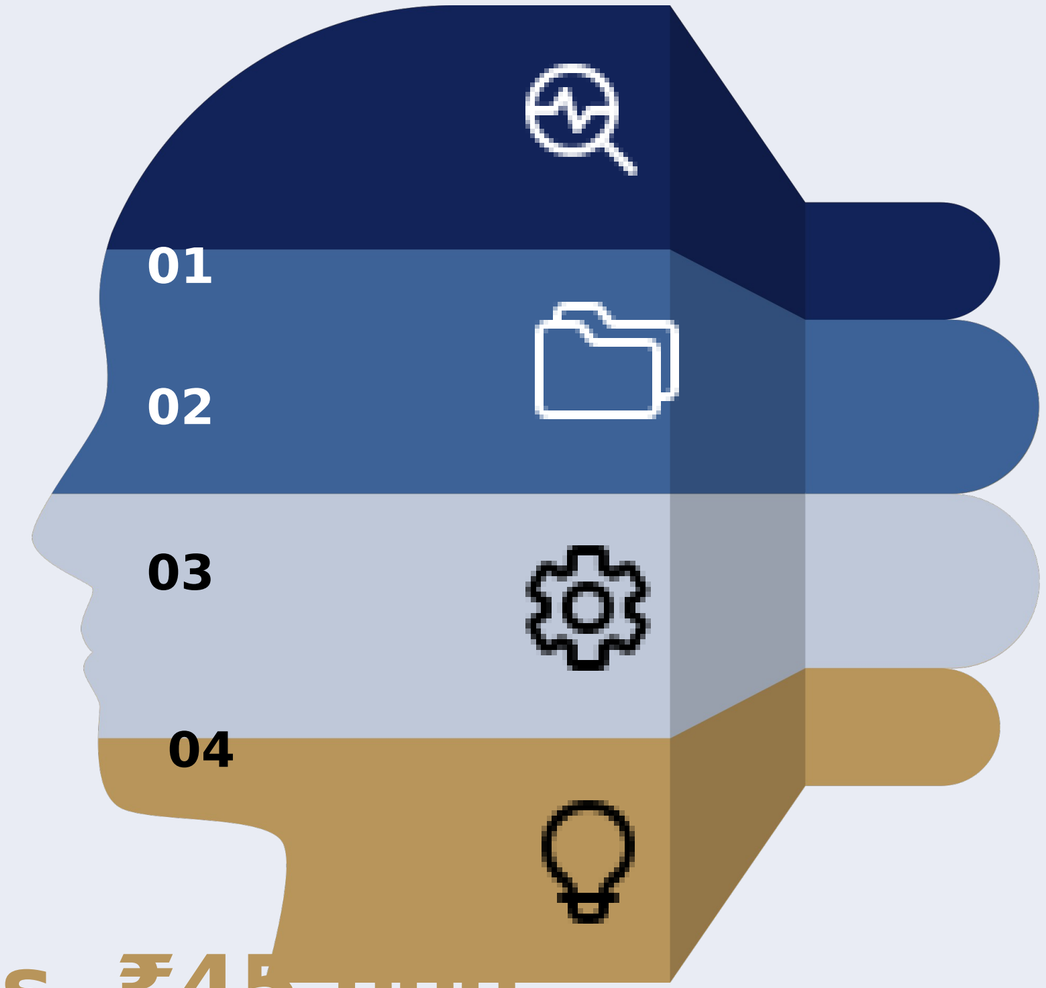
All leads generated from Facebook, Instagram, WhatsApp, and the website will be automatically captured and synced into a centralized CRM system in real-time, ensuring no opportunity is missed. Whether a user submits a form, interacts with an ad, or starts a WhatsApp conversation, their details will instantly reflect in the CRM for quick action by the sales team. This creates a smooth, organized, and efficient lead management system that helps improve response time and conversions.

Key Highlights:

- Real-time lead capture from all platforms
- Automatic CRM entry with source tracking (FB, IG, Website, WhatsApp)
- Faster response time for better conversion
- Centralized dashboard for easy lead management
- Reduced manual work and zero lead loss

PROJECT TIMELINE (30 DAYS) & COST

Four key stages to review product features clearly



1. Strategy, Planning & UI/UX Design (5 Days)
Requirement analysis, project roadmap, wireframes, and design system

2. Development Phase (20 Days)
Frontend & Backend Development with Scalable Architecture & Admin Panel

3. Integrations (4 Days)
CRM integration with website, Facebook, Instagram & WhatsApp for real-time lead sync.

4. Testing & Deployment (1 Day)
End-to-end testing with QA validation for production-ready stability

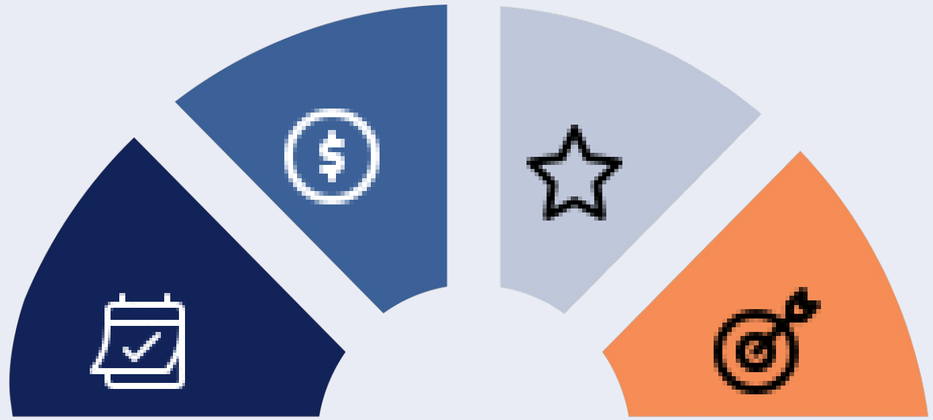
Next.js ₹45,000

PHP : ₹25,000

TERMS & CONDITIONS

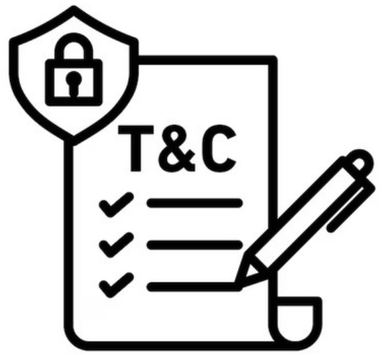
PAYMENT TERMS

50% upfront payment to initiate the project.
50% before final deployment and website go live.
18% GST will be applicable on the total project cost.



IMPORTANT NOTES

1. Complete development of a dynamic real estate website with lead integration (website, Facebook, Instagram, WhatsApp).
2. Compatible server setup will be required based on the selected platform.
3. CRM and integration flow will be implemented for real-time lead capture.
4. Client will provide access to CRM, ads, and WhatsApp accounts.
5. Third-party charges (CRM, ads, hosting, etc.) will be borne by the client.
6. Scope includes development, testing, and deployment; additional work will be separate.
7. Next.js requires a Node.js-compatible server environment for proper deployment and performance.
8. Cloudinary free plan includes up to 25 GB storage and 25 GB monthly bandwidth; exceeding limits may incur additional charges.



PRE-REQUISITES

- Brand logo (high resolution – desktop & mobile)
- Project details (name, description, location, pricing, amenities, configurations)
- High-quality project images (multiple views, floor plans, brochures)
- Content for homepage banners, sections & highlights
- Reference websites / design preferences (UI/UX direction)
- Content for static pages (About Us, Contact Us, Privacy Policy, Terms & Conditions)
- Business contact details (phone, email, address)
- Domain & hosting credentials (if already purchased)
- CRM details / access for lead integration
- WhatsApp number & inquiry handling flow
- Project categories (Ongoing, Upcoming, Completed)
- Social media links (Facebook, Instagram, etc.)

INFINITE media
Media coverage unbounded

THANK YOU

FOR YOUR ATTENTION

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